

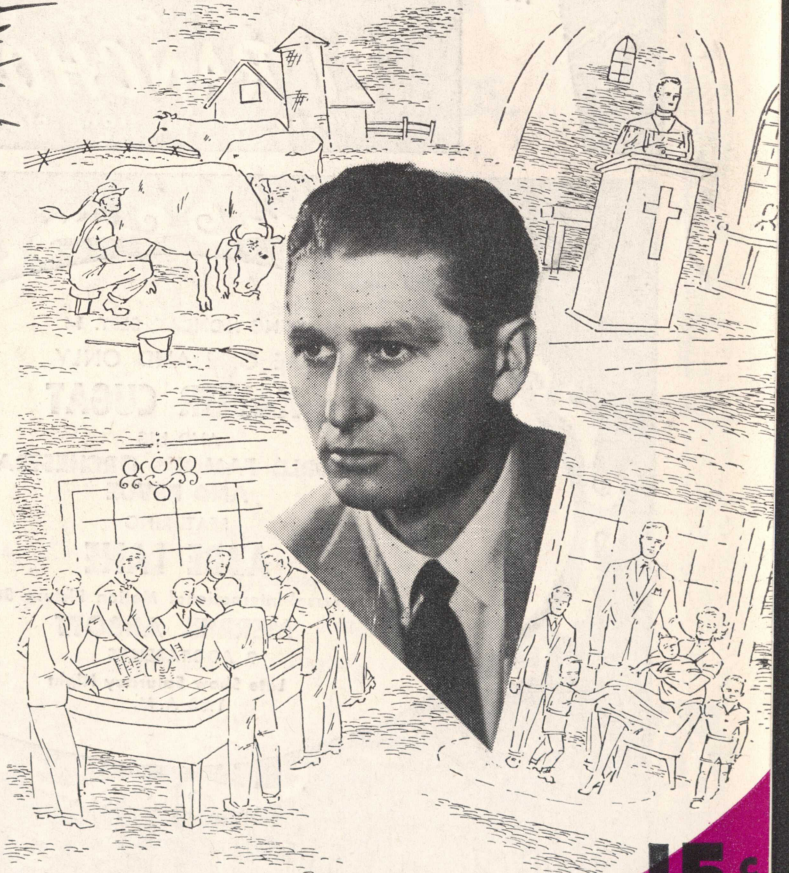
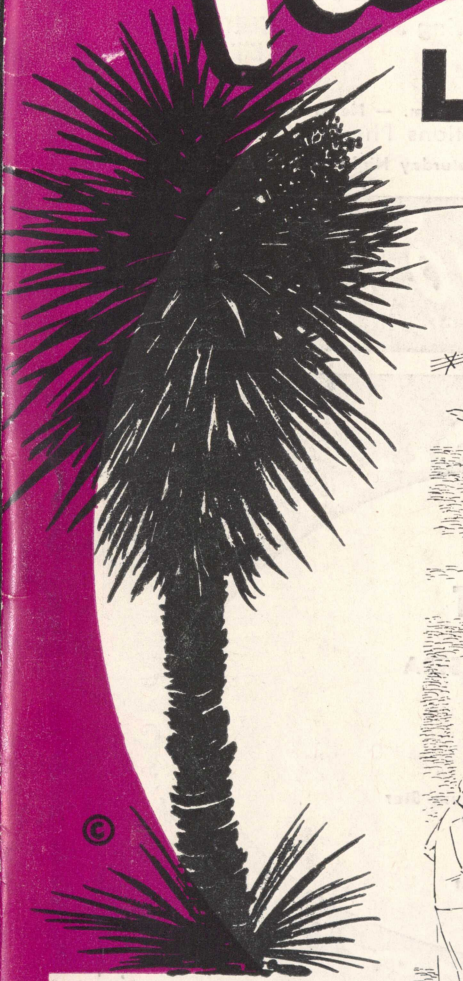
Jack Bortz'

September 12, 1953

Fabulous

LAS VEGAS

Magazine



IN THIS ISSUE

WHAT'S HE REALLY LIKE?

(Continued from Last Week)

BY

VI TAYLOR

—Page 11—

15^c

IN THE OPERA HOUSE - THEATRE RESTAURANT . . .



6th
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—TOM DOUGLAS PRESENTS—
FIRST TIME IN HISTORY OF HOTEL
HELD OVER AGAIN!!

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(Austin Mack at the Piano)
THE FABULOUS

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And you'll find the most complete
collection of Jackman fashions, and
the finest in domestic and imported
haberdashery, at the Sahara Store
for Men.



LAS VEGAS, the boom city of the West, certainly does believe in signs! Nowhere that I have ever been, in the great and gay cities of New York, or San Francisco or Los Angeles, New Orleans, Washington, or Chicago, have I seen equalled the brilliance of Las Vegas' Fremont Street or the four long miles of The Strip.

To be sure, some of the great cities like New York have greater expanses of neon or bulb signs, but they are perched so high on the 16, 24 or 30 story buildings that they do not make a very impressive show from the street. Even famed Times Square, heart of the gaiety of America's metropolis, is a disappointment to us from Las Vegas.

Where are there six blocks of streets like Fremont, with its fabulous Las Vegas Club sign, the Monte Carlo, the Pioneer Club, the Westerner, the California Club, Boulder Club, Golden Nugget, Horseshoe Club, and so on out to El Cortez Hotel with its brilliant display?

My good friend Jack Young and his brother and partner, Tom Young, who head the important organization doing business as Young Electric Sign Company, operate large sign making plants in Ogden, Salt Lake and Las Vegas. They are largely responsible for all this brilliance, which marks Las Vegas as an unusual city.

The Las Vegas plant is on Charleston Boulevard just east of Boulder Highway, and it is an amazingly large factory, with many separate departments and buildings and yards in which Jack Young and his loyal and highly specialized assistants design, build, assemble and store some of the gigantic signs now under construction.

The first thing which confuses the mind of a person making his first visit to the plant is the complexity of the business. We had a faint idea, perhaps, that all a customer wanting a sign had to do was to call up the "Young's" plant and tell the clerk about how big a sign he wanted, and the plant would make a sign of the right size and send it out next week. I discovered that it is not so simple.

For example, the Flamingo Hotel decides to display something new and unusual in a neon display. The hotel people talk it over with Jack Young and associates and the plant's experts; then the work and worry begin.

The plant artists make accurate sketches and drawings of the Flamingo and its surroundings. The designers sketch in the proposed new displays in bulbs and neons. Finally a design seemingly meeting the ideas of all is agreed upon. Then work really begins. Actual size drawings or patterns are made from the sketches and designs and the proposed sign is on its way for fabrication.

The steel and sheetmetal engineers build the framework and supports of the structure and all assembly of the many different parts with rivet holes and the bolt holes accurately placed and as the pattern layout man has designed. Then electrical and tube bending engineers take over for the making and installing of all electrical equipment, lamps and tubes.

Next comes what to me has always been the most mysterious and fascinating part of the operation—the neon tubing. First the tubes must be shaped exactly to fit the master design, which has been taken to asbestos sheets. Of course the glass tubes are heated and great care is necessary in this operation

(Continued on Page 25)

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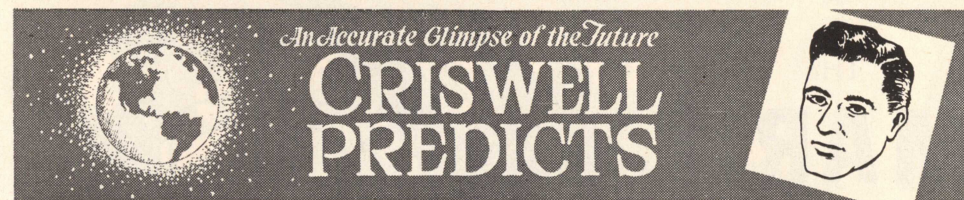


711 FREMONT STREET PHONE 1498

FABULOUS LAS VEGAS

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SEPTEMBER 12, 1953



Editor's Note: We're proud to welcome to our staff the noted newspaper columnist JERON KING CRISWELL and his amazing Predictions. Mr. Criswell is well known in the East, where his pillar is syndicated in about 400 daily papers. It's loaded with accuracy and we hope our readers of Fabulous Las Vegas Magazine will enjoy Predictions . . . starting in this week's issue and every week thereafter.



WHAT PEOPLE WILL DO: Ex-President TRUMAN will make an effort to rally the dwindling Democratic influence in the Deep South but to no avail due to the new and liberal policy of the Republican Party under President EISENHOWER! . . . The life and times of the infamous Rudolph HESS will be made into a cloak-and-dagger melodrama with Doug YORK! . . . A new trend will start when Johnny STRONG restyles his under-canvas circus for indoor showings for gymnasiums, armories and stage presentations!

Christian DIOR and his knee-cap length skirts will be followed by the flat chested look of the early 1920s! . . . Lady ASTOR and her coming autobiography will find little favor here in America in spite of the huge promotion it will receive! . . . BLUE SUNDAY laws will soon reach from coast-to-coast due to the present growing religious revival and the back-to-church movement. This will not only affect the smaller cities but also the larger ones with no movies, no bowling alleys, no sporting centers and taverns permitted open! . . . Emmett KELLY, the noted clown, will soon publish a handbook on "The Art of Clowning" which will be avidly read by every person who appears before the public!

A new utility car at a new low price will soon appear and will become most popular in the automobile field! . . . Radio and television giveaway programs will suffer under the new coming federal ruling that the same prize given must be awarded to everyone who has the same answer whether they are in the studio or not. In other words, the prize must be duplicated and is won by many rather than one person. Pre-chosen winners and pre-arranged questions through dishonesty can be blamed!

WHO YOU WILL TALK ABOUT IN THE FUTURE: Charles Chaplin and his

violent outrage against this nation and all that America stands for! . . . Harry Koplan and his radio quest to find the shapeliest grandmother in the land . . . Taft, Calif., and the ever increasing earthquakes on the West Coast! . . . Rosemary LaPlanche, the former Miss America, and her new book of Beauty Secrets! . . . American tourists who will be stranded abroad by the new currency exchange crisis! . . . Many large manufacturers and their escaping of tax payments during the period of 1944 to 1952! . . . Mormon leader Joseph Smith and his exciting official biography which will trace his religious sect from its very inception! . . . The Duncan Sisters of musical comedy fame and their triumphant return as top favorites in the nation! . . .

John Harvey and his famous "Cousin Harvey" character of radio and TV which will soon be copied by all comedy performers as a new and fresh slant. "Cousin Harvey" will also become a comic strip! . . . Duncan Hines and his latest personal drive to eliminate all questionable foods and food-stuffs through a new addition of laws through the Pure Food and Drug Act! . . . Esme Wynne-Tyson and her latest book "This Is Life Eternal," which takes its place beside Harold Sherman's work of the same comforting and philosophic nature, "You Live After Death" . . . Burton Holmes and his memoirs "The World Is Mine," which could easily make world travelers of us all! . . . Russ Arno and his latest jute box recording of the old Stephen Foster song "Beautiful Dreamer" . . . Janet Gaynor and her return to the silver screen next year in a new screen play by Vera Caspary! . . . The new popularity surge toward the tango!

HOW YOU CAN MAKE MONEY AT HOME: Darvill Edwards of White Plains, N. Y., writes: "Although I have been an invalid for many years I have been able to support myself through the selling of magazine subscriptions over the telephone. When this is slack I have quite a new campaign going for new laundry, milk and bakery customers. For each new client I am paid very well. A cheerful voice, an understanding nature and a persistence with the patience of Job is needed, but it

(Continued on page 37)

FABULOUS LAS VEGAS

- 7 -

SEPTEMBER 12, 1953

★
THE
**MARY
KAYE
TRIO**



★
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GAY '90 BAR HOTEL
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Home of Silver Blondes

HAIR STYLIST
MAE PARKER

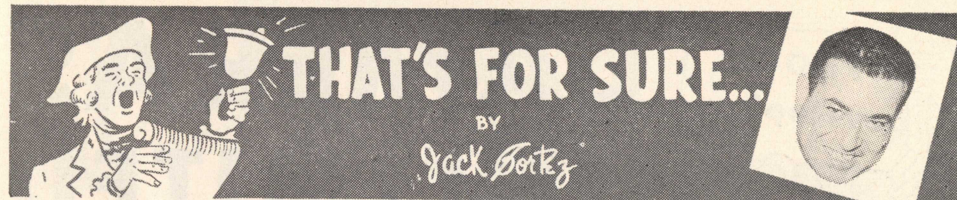
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NEVADA SPORTS BOOK

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Sporting Events



THERE is quite a bit of talking going on around town and we're hoping this is one supposition that materializes. Rumor has it that our seven magnificent Strip hotels may join forces to found their own bank. These bistros are the biggest depositors in the local banks now and we feel that such an addition would be beneficial to our community.

News about the Hayworth-Haymes romance has been spread out on the front pages of many national periodicals. However, in the event that there are some individuals who haven't been brought up-to-date on the subject, this is the current information: Glamorous RITA HAYWORTH caused a terrific commotion when she checked into the SANDS HOTEL last Sunday. She intends to remain here until DICK HAYMES wins his freedom; his six-week residence period terminates the first week in October. At that time the two romantic figures plan to exchange marital vows in the Sands' Gold Room. JACK ENTRATTER, co-owner and general manager of the hotel, will serve as best man. Our sincere wishes to beautiful Rita and Dick for a lifetime of happiness . . .

MAXINE LEWIS, booker of shows at the FLAMINGO HOTEL, is heading for the East Coast. While en route to Gotham, Miss Lewis will stop in Maryland to spend a few days with Mr. and Mrs. JOHN CHARLES THOMAS, who insisted the lovely lady accept the invitation before they left town recently. While in New York Maxine will combine business with pleasure, spending most of her moments talent scouting and acquiring new faces for the hotel's future revues.

In the past we have unmercifully plagued PAUL SPERLING with the greatest amount of teasing possible in print. However, we are taking time out now to inject a serious note. It was with profound regret that we learned of the recent tragedy that took place in his life. Paul's lovely wife RUTH had been planning to receive the stork some time around Christmas. However, a quirk of fate disrupted the Sperling plans and Mrs. S. lost her twin boys last Monday in an early

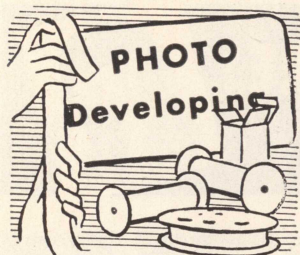
morning crisis. Even though the youngsters suffered a great loss, we are pleased to report that Ruth is recuperating nicely and will soon be well on the road to complete recovery.

The HOTEL SAHARA Congo Room was a scene of frenzied appreciation when the VAGABONDS left the stage on their closing night September 8. It was one of the greatest reactions ever presented any entertainers locally. The audience just screamed, howled and whistled, demanding more encores than the boys had strength to provide. Somebody had to surrender and it proved to be the comedians. The boys were so worn out and so grateful they couldn't have possibly returned to the stage. Even so, the audience kept applauding insistently, refusing to leave the dining room until the orchestra had packed up and left the podium. The Vagabonds were so humbled by their audience they asked us to be kind enough to convey their thanks via this column. Believe us when we say they loved you folks as much as you loved them.

Florida is well represented by the vacationers in town. Hitting the show route is JACK GOLDMAN, owner of Miami Beach's outstanding CLOVER CLUB and HICKORY HOUSE. Ring-siding at a nearby table, you can see MAGGIE and WINGY GROBER, owners of the popular Miami PARK AVENUE RESTAURANT. It certainly looks as though our Southeastern visitors would like to stay for much more than a few days. We're happy they're having so much fun, renewing acquaintances and dropping in at all of our fabulous spots. The very beautiful lady with Mr. Goldman is "better half" Louise and their adorable six-year-old daughter, Jackie. Come often and stay longer, folks!

The majority of people with whom we have spoken share our regrets that the LAS VEGAS RACE TRACK did not enjoy as successful an opening four-day meet as we had hoped. We believe one prime factor that played an important part in the slow send-off of this venture was the break-down of their Australian tote-board. When this

(Continued on Page 29)



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DANNY BASARIC, General Manager

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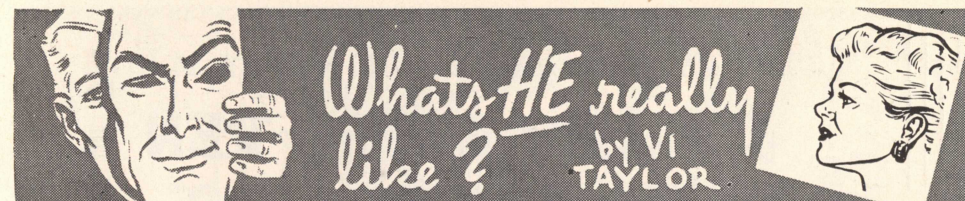
Bumper Cars—Arcade

Soft Drinks—Hot Dogs

Amusement Games for All Ages

Museum of Mechanical Pianos

Souvenir Photos and Records



(Continued from Last Week)

WHEN the dealer left home at 14 it was the depression of 1929. He soon learned that "experience in the rough" is an excellent teacher, if you're willing to learn. But if you learn too slowly it will beat you senseless until you wake up.

Like many others who went through those lean, hard times—he was knocked senseless for a good many years. Buffeted about in the maelstrom of varied environments, he learned many things about the human race—man's greed and viciousness and his ability to rationalize a "wrong" into "right" for his own purpose.

There were moments when he felt that God had failed him and those about him and that man's greatest needs in life were the answers to his questions—the never-ending "Why?" of things. Nothing he had studied answered his own soul-sick "Why?" Nor could the ministers he consulted, nor the doctors, nor the teachers. There were those who needed help in the healing of their thinking; others of their emotions; and still others their physical bodies; BUT EVERYONE SHARED THE COMMON NEED FOR THE ANSWERS TO THEIR QUESTIONS OF LIFE—not philosophically, but intelligent answers backed up by scientific proof.

For example: Why is it that some people are successful while others beat their brains out and get nowhere? Why is it that I try to do what is right but yet I am pushed into the background of human endeavor? Why are some people sick and unhappy in spite of anything they do, while others are healthy and enjoy life to the fullest with no obvious effort in that direction? Why are my children born bad? Why are my children born afflicted? These and many more were the questions he heard his fellow men crying out for answers to—and his long-germinated conviction that there were answers awakened his ambition to find them.

Surely this must be the true ministry, and if he could not face his congregation prepared to answer these questions satisfactorily he would be

ordained to failure. It was a challenging goal.

He married at 22 and today is the father of three sons and an infant daughter. Since that day long ago in 1929 he has accomplished many things in the scholastic field . . . He became a physiotherapist 1939 at the Welmer Institute, Nevada, Mo. From there he consistently delved into the fields of science, psychology, philosophy and comparative religions at colleges wherever he happened to be. His studies were expensive and he took the jobs that paid the most to finance himself but not deny his family.

In each instance he learned more about people, resulting in greater understanding . . . Gambling, for example. He will tell you that the gambling business is of such a nature that a person working in it can do or be whatever he chooses, scoundrel or otherwise. And, as everywhere else in the world, a person expresses not what HE THINKS HE THINKS, BUT WHAT HE ACTUALLY IS IN HIS BASIC NATURE.

And the people who gamble? Ah! Here one's basic nature is truly unfolded! (Ask any dealer how to read character!) When you come to Nevada to gamble you are not gambling any more here than you did when you accepted that insurance policy back home from that smart salesman. Isn't he betting you won't die before you're a certain age, and you're betting that you won't? And those bonds you purchased on "The Street"—are you not gambling that you'll make a killing? That "free trial" you offer your customers for whatever you wish to sell them—are you not gambling that they won't wreck it before you can get them on the dotted line?

So why do you gamble? Because it it is a basic part of your nature. Whether it becomes a compulsion and you harm others with it is an individual mental condition. Apparently people enjoy gambling and, as the wise men say, no hurt, no sin, and every man is responsible to himself. He states: "The religionists will blow their tops at this, but I am no religionist as such. It seems to me that we have had enough crying, shouting, beating-of-breasts

(Continued on Page 41)

there's nothing like it in Las Vegas
...the famous **PIRATES DEN!**

GEORGE KIRBY

"The Personality Man"

THE ZERBYS

Sophisticates of The Dance

SHIRLEY POWELL

Petite Songstress

EDDIE SKRIVANEK'S

SEXTETTE FROM HUNGER

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NO COVER — NO MINIMUM



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Boulder Hiway East of Charleston Blvd.



TWO MORE race track openings next week! One on Ogden Street and the other on Carson Street! At least they might turn out to be so, until the police make it known in no uncertain terms that these new speedways of one-way traffic are going to be well patrolled. Frankly, I kinda like the idea. Of course, it's gonna be a bit rugged at first until we all get used to the idea that we have to go a block past where we'd like to go, so we can come back to it going the right direction on these one-way streets. There's no doubt about it; when drivers become accustomed to the new setup the traffic will move a great deal faster . . . and safer . . . except when an occasional "safe and cautious driver" is encountered. One of those slow pokes who's "ben drivin' fer twenny fi' year an' aint hadd axident" . . . ! No telling how many accidents or near accidents he may have caused with his snail-ways on modern day trailways . . .

JOE VENUTI has a fine group of men in his sextette at the GOLDEN NUGGET SALOON on downtown Fremont Street. These men are all good musicians who have settled here in Las Vegas to make their homes and have all played with big bands throughout the width and breadth of the country (some have played in the CITY). As a matter of fact, ANN McCORMACK, now appearing on the bill, praised them with the statement that these six men provide more of a substantial background than many a 12-piece band she may have worked with in the past. Speaking of ANN . . . this little lady is a real busy-body when she sings; loads of life, action and rhythm. Don't be too surprised if we see her back in the near future in another spot . . . IRENE KNIGHT plays straight (and violin) to highlight the tom-foolery of funny-fella BILL NELSON on this same bill of fare . . .

BILL WATT is back at the organ-piano bar in AL QUODBACH'S LITTLE CASINO on North First Street. For years Bill played organ in movie houses on the West Coast and, if you can remember those days, you can close your eyes and relive them as Bill plays. He's got that movie-house style and touch . . .

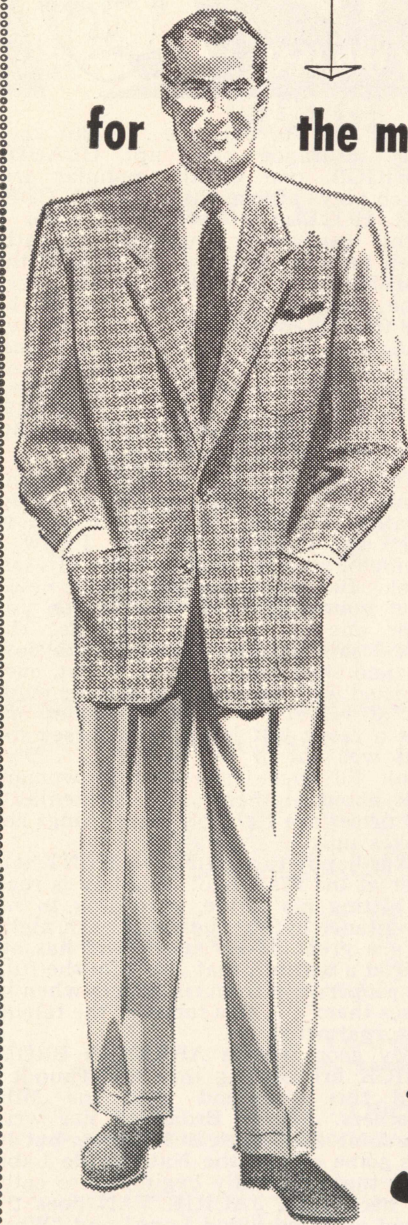
Play golf for exercise . . . but keep your insurance paid up! CLAUDE SPRIGGS, one of the popular trio which plays afternoons at the EL CORTEZ HOTEL, is recovering from a slight concussion suffered recently when he was struck at the base of the skull by a golf ball. He probably heard some guy yell "Fore," and thought he was talking about something in the key of A flat! Claude plays steel and bass with the INSTRUMENTALISTS, and agrees with the other two members, BILL HORN and GEORGE SNYDER, that it's safer on the bandstand of the El Cortez BUCCANEER BAR . . .

This time I know what I'm talking about! BONNIE BEST has some of the greatest originals you've ever seen in skirt and top combinations. I saw a couple of real beauties in there this last week. Believe you me, you'll never meet yourself on the street when you wear one of Bonnie's originals. The ones I saw were velvet ones with both top and skirt made out of velvet, each adorned with beautiful pink roses made out of velvet . . . and the other one was a crazy felt job with a jersey top that was out of this world . . . D'ya think I'll ever learn to talk woman-talk about clothes? . . . Incidentally, the prices are right on these things she makes up!

Was happy to see LENNY KENT held over at the Flamingo! This boy is really hitting his stride, according to his acceptance by the audiences each night. He's a great ad-lib artist, and has acquired a warmth that gets him the fullest cooperation from ringsiders when he "uses them" . . . this requires the talents of a real artist . . .

My good friends ARREN & BRODERICK are coming into the Thunderbird this week-end with the Mills Brothers. Johnny Broderick has written some fine tunes in his time, but he has some out on the Nationwide Label now that are really beginning to catch on back East. JACKIE VAN does the vocal on "One Sided Love" and "When U and I Are One" . . . and a fellow with a terrific voice, PAUL CHAPMAN, handles two ballads, "Tell Me You Told Me a Lie" and "Love Is Like a Flower." You may have heard them locally, as the deejays have been playing them here . . .

Continued on Page 35



for the man who demands

*custom quality
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Here's the finest in casual wear, the new distinctively styled Tapered Lounge model Typically Californian to give you that casual look. Come in today and see for yourself these sport coats tailored in the custom manner and bristling with eye appeal.

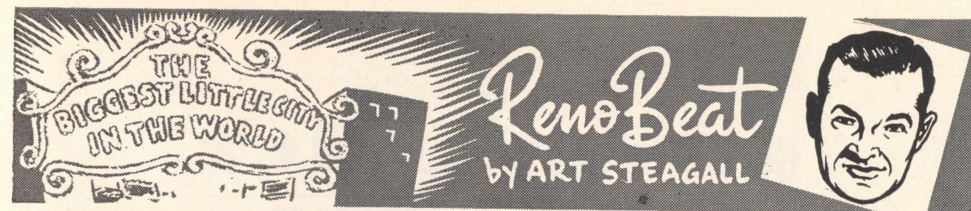
\$59.50 SLACKS
\$25.00

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ONCE again RENO played host to a capacity crowd over the Labor Day week-end. For the past few weeks the housing desk at the Reno Chamber of Commerce has been busy finding accommodations for those wanting a final fling at the Reno night life and the tables. As early as Thursday the visitors began pouring into our town and by Saturday night sleeping space was at a premium.

Many Renoites, not wanting to brave the downtown throngs, took to the open roads for their final picnics of the summer. Great crowds were reported at Lake Tahoe, Pyramid Lake and the picnic area at Bowers Mansion.

The hotel rooms here all did capacity shows and, with TED LEWIS at the RIVERSIDE, EVELYN KNIGHT and PINKY LEE at the MAPES and AL MARTINO at the GOLDEN, the visitors were offered a variety of entertainment . . . yes, it was a fitting wind-up to a great summer season . . .

AGVA: Happy b'day to SYLVAN GREEN, hubby of BEATRICE KAY . . . ditto to ELLA MAE MORSE, both on the same day, September 12. ELLA, by the way, has just closed a six-week engagement at the BEATRICE KAY GUEST RANCH . . . J. RAY SET-RIGHT, exec of the BLACKSTONE HOTEL in Chicago, planed back Sunday after a two-week vacation in and around Reno . . . Hurry back, RAY, Reno needs people like you! . . . AL MARTINO was host at a real party after the last show (4 ayem) for the entire show, line, orchestra and all, given at the Beatrice Kay Guest Ranch here . . . a good, good time was had by all. AL has turned out to be a true Westerner, has been riding each day, and wound up buying his own horse . . . JACK STREETER, Washoe County DA, off on a trip to towns of Nevada, giving instructions on the LIE DETECTOR. JACK is a real expert on the "fourth degree" . . . Over 20 of the nation's top song writers, headed by HOAGY CARMICHAEL and JACK NORWORTH, will be in RENO on September 19. They will appear in a song writers' festival at the Washoe County fair, to honor SENATOR PAT McCARRAN, on McCARRAN DAY . . . MOE MACIAS, colorful local fighter,

retired from the ring following his defeat last Friday night here in Reno. MOE broke his right hand in the third round of his 10-round wind-up fight against CARROLL GENSHAW, and gamely fought the last seven rounds with his left, losing a close decision . . . VAL ULLSTEIN, Reno favorite pianist, starts a 15-minute radio show Monday through Friday . . . STERLING YOUNG and his Orchestra, after a season at Lake Tahoe, returned to the GOLDEN HOTEL last Wednesday night . . . JIM and WILLOW DALEY, off to the Bay Area over the long week-end . . . BEATRICE KAY and husband SYLVAN GREEN to DENVER for a two-week engagement . . . ELLA MAE MORSE back to Seattle and her new life . . . AL MARTINO, having just closed at the GOLDEN, headed for LA and a recording session . . . BILL CLIFFORD off on a vacation to Mexico, while TED LEWIS holds down in the RIVERSIDE RESTAURANT.

CURRENT SHOWS: GOLD ROOM of the HOTEL GOLDEN opened a new show on Wednesday. Headlining this show is DAY, DAWN and DUSK and the comedy of MICKEY SHARP, the dancing of BARBARA DAVIS, the GOLDEN GIRLS and the return of STERLING YOUNG and his Orchestra.

MAPES SKYROOM opened Thursday with the JACK CARSON show, the lovely MAPES SKYLETTES and EDDIE FITZPATRICK and his Orchestra.

RIVERSIDE HOTEL THEATRE RESTAURANT goes into the second smash week of the TED LEWIS show, with the RIVERSIDE STARLETS.

See you next week . . . ART STEAGALL—RENO 2-2658.

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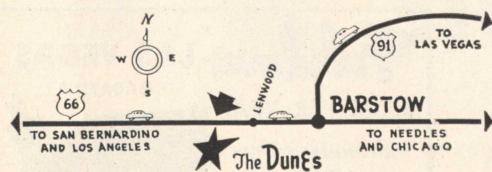
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ARISTOCRATIC ACCOMMODATIONS

The Best Rest in the West

**"WHERE EVERY
VISITOR
IS A GUEST"**



CECIL B. DeMILLE has plunged into work on his life's story, which is planned for publication early in 1955 or late 1954. While he's writing his memoirs, he will be deep in preparation for his next Biblical film, "The Ten Commandments." Mr. DeMille's story should be very interesting indeed—an insight to Hollywood never before available from "Mr. Hollywood" himself.

Paramount's head of production, DON HARTMAN, is personally sitting in on the rewrite of "White Christmas" to adapt the DONALD O'CONNOR role for DANNY KAYE, who has replaced Donald because of the latter's serious illness . . . DEAN MARTIN and JERRY LEWIS, fresh from the world premiere of their latest, "The Caddy," will be huddling soon in movie town on the first drafts of their next Paramount picture, "Hazel Flagg," which is scheduled for the cameras in October.

Exotic YMA SUMAC, royal Peruvian songbird, who has a vocal range of four octaves (and no other singer can make that claim!) has been signed for an acting-singing role in "Legend of the Incas," in which CHARLTON HESTON and WENDELL COREY will co-star . . . Talk is strong on teaming ROSEMARY CLOONEY and BING CROSBY in the film version of Broadway's very successful play, "The Country Girl."

HAROLD STAPLETON, European representative of GEORGE PAL, has been in communication with Dr. W. J. Wart in England regarding the latter's theory of a 10-hour roundtrip to the moon—forecasting, perhaps, another science fiction plot similar to "War of the Worlds" for the imaginative producing hand of George Pal . . . Which reminds us, ALAN LADD is reportedly interested in doing a science fiction thriller with Mr. Pal—would make quite a team, don't you agree?

Actress GLORIA DeHAVEN will appear with BOB HOPE in his London Palladium engagement the latter part of this month . . . JANE RUSSELL is considering terminating her 13 years of contractual association with HOWARD HUGHES.

Have you ever tried to define what happiness really means to you? It's difficult—almost impossible to arrive at a clear definition, isn't it? We ap-

proached ROSEMARY CLOONEY with the question. Here, we thought, was a girl decidedly qualified to offer a definite opinion on the subject.

She had just been given a beautiful new dressing room at Paramount—her first picture, "Here Come the Girls," in which she plays opposite BOB HOPE, is ready for release—she had just completed "Red Garters" with GUY MITCHELL—and she was rehearsing dance scenes for the BING CROSBY-DANNY KAYE picture, "White Christmas." Seemingly, success has qualified her to define happiness. But, she puts it this way:

"I can enjoy a mink coat or a sunset. I don't need the mink to enjoy the sunset, but I can enjoy the sunset more comfortably on a cold day, if I have the mink. I could still enjoy the sunset in rabbit fur with a good warm lining. Under some circumstances, I could still enjoy it if it were cold, and I wouldn't be aware of the temperature.

"This is all by way of saying that happiness is a state of mind, which everybody with common sense knows. Yet happiness can be a different thing for each of us. What things or circumstances go into producing that state of mind for me, might not do so for someone else—that, too, is just common sense.

"For me, to be a woman fully, which is to be loved, is basic to happiness. I want the sense of being loved. Not for what feminine charm or talent I may have, but for that essence of being which makes me different from all others, which is me. I know this is ego, but I believe it is the human need of all women.

"For me, as an artist—and I use the term in the general sense as opposed to me as a woman—I need some measure of fulfillment to be happy. As an actress, I need love from my audience.

"Meanwhile, thanks to the generosity of my natural inheritance, which gave me a mind and senses responsive to all the beauties of the world and of life, simple or sophisticated, I am indeed fortunate. Happiness? Who can say what it is? Can YOU?"

'til I say "Hello again!"

Stay as sweet as you are!



Connee

BOSWELL

HOTEL LAST FRONTIER

HARRY LEEDY
PERSONAL MANAGER

M. C. A.



"CURTAIN TIME"



SHOW REVIEWS OF STAGE AND SCREEN PERSONALITIES APPEARING THIS WEEK IN FABULOUS LAS VEGAS



Flamingo

September 10 thru September 30

(Not a Review)

Show: The Andrews Sisters, Lenny Kent,
The DuPree Trio, Barbara Perry

Line: Flamingo Starlets

Orch.: Torris Brand

Mural Room Lounge: Bobby Page and
Orchestra

They're back on home grounds! "America's Top Singing Trio," THE ANDREWS SISTERS, are once again on the stage of the Flamingo Room and once again they are packing them in as they did a few years back when they originally opened this room. Maxene, Patty and LaVerne have long been national favorites, and most certainly they are, and will remain to be, Las Vegas favorites! Naturally, they have a lot of new material for this engagement; but,

(Continued on Page 41)



LAST FRONTIER

August 31 thru September 13

Show: Connee Boswell, the Wiere Brothers, Lottie Brunn

Line: Devlyn Dancers, featuring Dolores Frazzini, Herb Flemington and Johnnie Williams

Gay 90's Bar: Starring antics and music of Mary Kaye Trio, also the tris of Buster Hallett and Billy Britt

The unmatched CONNEE BOSWELL never has been in better form. When she opens those inimitable pipes and turns on the wide tones, one understands why she's able to remain one step ahead of the opposition, year after year. The ingenious songstress pleases the most discriminating of audiences with her assortment of tunes. Always

the folksy, friendly little gal from the South, Connee quickly grasps her audience into the aura of her down-to-earth personality. It is this quality of a big heart that projects in all her numbers. The modern St. Cecelia scoots off her stool onto the piano bench to give an excellent accounting on the old 88 with "Piano Roll Blues," followed by an encore wrap-up of the ever-popular "Martha." THE WIERE BROTHERS peep through the side curtains and the audience howls. They're an hysterical cross between master musicians, specialists, jugglers, ballet dancers and schizophrenics. Their instrumental nonsense on violins is played intermittently with great skill, when they aren't worrying MILDRED SEYMOUR, a pianist of rare dexterity. Their spontaneous mugging, cavorting and dancing catch you unawares. No sense trying to describe the antics of this crazy team. No matter what we say, they are bound to reverse the whole procedure. Go see for yourself! . . . LOTTIE BRUNN is a show-stopper as usual. She can juggle almost any-

(Continued on Page 35)



El Rancho Vegas

September 9 thru September 22

(Not a Review)

Show: Joe E. Lewis, Lili St. Cyr, Harmonica Rascals

Line: Dottie Dee's El Rancho Dancers

Orch.: Bob Ellis and Orchestra

Steak House Lounge: Steve Gibson and his Red Caps, Landis and DeStefano, Gardos and Miranda

He's called the "King of Clubs" and there's no denying that this man is the top card in any man's hand when it comes to picking comedians. JOE E. LEWIS has been a perennial favorite throughout the country for a good many years and will continue to be so for many, many more to come. No one seems to ever tire of hearing his ever present "post time" and his variety of "voo - voo - voo - voom" arrangements! Ever at his side is the one and only AUSTIN MACK, Joe's accompanist . . .



LILI ST. CYR is still one of the greatest performers for her type of entertainment that we have ever seen. She's in a class by herself as she proceeds to relate her pantomimic tale of a young lady in love. Her exotic beauty and undisputed ability holds each audience

(Continued on Page 41)

Willbur Clark's
DESERT INN

September 1 thru September 14

Show: Johnnie Ray, Gary Morton, John and June Belmont

Line: Donn Arden Dancers, featuring singing of Art Johnson and the dancing of Evie Lynn, Joy Skylar, Fluff Gould and Flo Waters

Orch.: Carlton Hayes

Lady Luck Bar: Trios of Grover-Shore, Herbie May

From the moment that JOHNNIE RAY stepped into the spotlight the fans unanimously agreed that he is one of the greatest performers of the day. The lad is composed of the type of emotion that will exist eternally. When Johnnie sings you can trace the source to his sensitive heart. He summons forth every ounce of feeling within him and leaves the spotlight completely drained of energy. This lad literally gives his all to bring you a quality of entertainment that is extremely rare . . . GARY MORTON is a young comedian whose future is well within the grasp of success. He is an Eastern favorite and is fast becoming tops in local lists of preference. His showmanship is excellent and comedy is his slave. We predict the top of the ladder for this boy—but soon! . . . JOHN and JUNE BELMONT provide the ballroom dance sequences . . . Although the DONN ARDEN DANCERS turn in a slightly sensational performance with each of their three routines, the entire town is buzzing about their fantastic number, set to "Slaughter on Tenth Avenue." Featured in this illusory production is dancing FLUFF GOULD, whose twinkling toes hypnotized the audience

(Continued on Page 35)

SAHARA

September 8 thru September 21

Show: Martha Raye, Wills Quartette, Romano Bros.

Line: Moro-Landis Sa-Harem Dancers, featuring the singing Skylarks

Orch.: Cee Davidson

Casbar: Al Day Trio, Sando Deems' Three Majors, Cy Coleman Trio, Mary Wood Trio

You've clamored for her and now MARTHA RAYE is serving a heaping platter of hysteria in the Congo Room. Can anyone challenge Martha's right to the title "Leading Lady of Comedy"? We doubt it. This gal can toss you on a high wave of mirth and keep you gasping for breath as you roar your approval. She will shower you with hilar-

(Continued on Page 39)

The Sands

August 28 thru September 15

Show: Ritz Brothers, Connie Russell, Eileen O'Dare

Line: Copa Beauties, featuring dancer Roy Palmer and singer Charles Nelson

Orch.: Ray Sinatra

Silver Queen Bar: Geri Galian and Ork and the trios of Johnny White, Ernie Stewart and Lucky Henry

Better hurry on over to the Copa Room and catch the RITZ BROTHERS in the final four days left before the boys leave! The boys are pelting the patrons with the most humorous skits and comedy situations ever created. The supper-clubbers love it! Whenever Al, Harry and Jimmy are performing you can just bet that everyone will turn out to welcome the boys with



hearty laughter and blatant applause. Favorite routines are performed upon request and those new sequences are taking the town by storm. How can one family have such a definite franchise on talent? Simply terrific! . . . The sweetly sophisticated CONNIE RUSSELL never fails to win plaudits with each local engagement. Miss R presents more of the elite entertainment that is definitely becoming her trademark. Her special songs are so good you don't dare turn away for fear of missing a word. Besides, when such a lovely lady sings who wants to look elsewhere? . . . EILEEN O'DARE is a young lassie specializing in acrobatics. Her spotlight feats are so breathtaking the audience finds it virtually perilous to breathe, lest they upset her balance. Miss O'Dare is certainly a dar-

(Continued on Page 35)

Thunderbird

August 27 thru September 12

Show: Tennessee Ernie, Irene Ryan, Kathryn Lee and Marc Platt, Peiro Brothers

Line: Kathryn Duffy Dansations

M. C.: Barney Rawlings

Orch.: Al Jahns

Navajo Lounge: Jack Martin Five, Normandie Boys

Once again you'll enjoy that great entertainment team of TENNESSEE ERNIE and MISS IRENE RYAN. These two have been sure-fire hits on all previous engagements at this hotel. Ernie is a popular Capitol Recording star as well as being an artist who has his own radio and teevee shows . . . and if you haven't seen this man in person, and heard him perform, you are in for a surprise. This fella SINGS! . . . Miss IRENE RYAN is one of America's foremost comedienne and has starred on and in almost every medium of entertainment. Hers is a delivery of material different than most come-

(Continued on Page 39)

El Cortez

September 10 thru September 23
(Not a Review)

Show: George Kirby, Shirley Powell, John and Inga Zerby

Orch.: Eddie Skrivanek and his Sextette from Hunger

Buccaneer Bar: The Instrumentalists, The Star-Kings

GEORGE KIRBY, playing his second engagement in the Pirates Den, is one of the finest mimics of our time . . . rated tops by critics during appearance in New York's famed Paramount Theater. This young man has a set of the most pliable pipes we've

(Continued on Page 41)

SILVER SLIPPER SALOON

September 11 thru September 24
(Not a Review)

Show: Kalantan, Hank Henry in an Eddie Fox presentation, "Hawaiian Holiday," with a cast of 17

Line: Marah Gates' Palominos

M. C.: Jimmy Cavanaugh

Orch.: George Redman

It's a new super-extravaganza for the patrons of the Silver Slipper, and from past performances of these great performers we don't have to tell any of you that it will be another sensational laff riot. Written and staged by Hank Henry and Bill Willard, "Hawaiian Holiday" promises to be another continual sell-out on ALL FOUR SHOWS nightly for its entire run . . . Exotic KALANTAN is held over and is the star of this new revue. Most of you need not be told that here is one of the finest little interpreters of the exotic dance that we have had the pleasure of ever

(Continued on Page 39)

"Hiya, Buddy Buddy!"



BILL BURTON
PERSONAL MANAGER

WM. MORRIS
AGENCY

I deem it a great honor
at being the first to be held over here at

THE Flamingo
HOTEL

for a five week engagement

and it has been made my pleasure
through association with such wonderful

people as

Maxine Lewis - Abe Schiller

Marge and Gower Champion

and

The Andrews Sisters

LENNY KENT



**WIN A
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**ANY 3 OF A KIND
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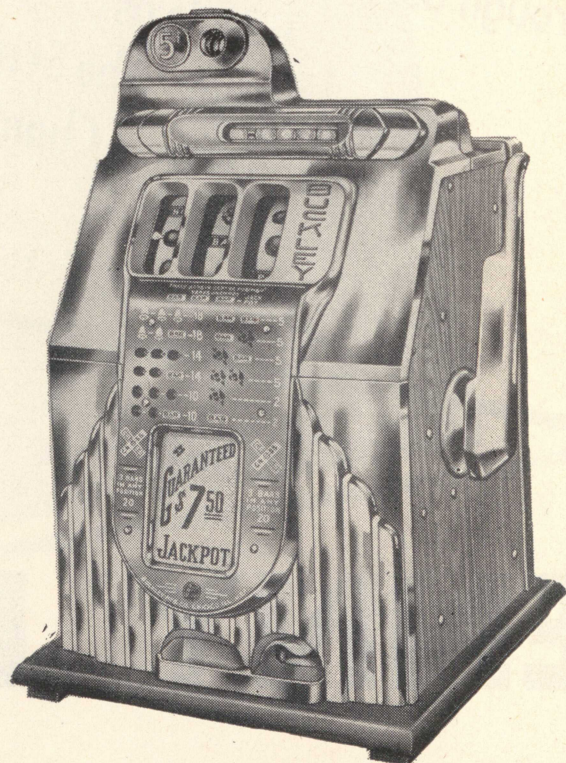
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We've increased our 5c
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POP SQUIRES:

(Continued from Page 5)

to prevent the tube from flattening at the bends. To offset this the operator must blow air into the softened and heated joints to keep the tube open to uniform size. All this process is carried on shaping the tube exactly to the pattern which is before the operator.

All these tubes are now ready for filling with the particular kind of gas required to produce when actuated or stimulated by high voltage electric current, the particular color desired.

The tubes have been properly shaped to fit the outlets in the sign or steel framework, exactly as the engineers have planned and the iron and steel workers have made. There are many shades of coloring and degrees of brilliance which these neon tubes may give out, depending, of course on the kind of gas with which it is filled or the chemical coating used on the inside of the tubing.

Everything being in place to conform to the design, the sign, tubes or parts of the sign if made in sections are ready for testing. They are connected up with the Southern Nevada Power Company system and operated full capacity for at least three days. Then, if everything is O.K., as it generally is, the units are assembled.

Of course the steel has been painted with lettering and colors by this time and all is ready to go. The neon tube parts and signs are loaded onto big trucks fully equipped with all the most modern tools and, very often when traffic is least dangerous, accompanied by a police squad or a group from the sheriff's office, taken to the place they are expected to glorify. This mere matter of transportation is, of course, very important, as for example, the assembling of the Hotel Flamingo, the big, round, steel tower frame which has been standing just south of the hotel proper for some time.

From Highway 91 the tower looks quite impressive to the passers-by. When I first saw it I guessed that it was at least six or seven feet in diameter and perhaps 30 to 40 feet high but, to my surprise, this tower is 20 feet in diameter by 75 feet high.

I saw the other day at Jack Young's plant a steel and metal circle which will revolve at the top of the tower and found it to be 24 feet in diameter. I could hardly believe that the tower would carry a revolving sign as large as this.

Close by on the testing was an odd-

shaped mass of metal and neon tubing. Getting around to what might be the bottom of the mass, I realized that it was the fancy 17-foot high Flamingo "F" and other letters which to me is quite some sign. This was to be placed on the face of the building.

The body of the tower will be covered with many neon circles, each about two to four feet in diameter—we can hardly wait to see how it will look when finished.

To me, the building of these great signs such as adorn all The Strip hotels and the downtown casinos is the next thing to a miracle. For example, observe the great "Vegas Vic" standing about 75 feet high, thumbing and pointing in a realistic manner, and the changing colors of the great Golden Nugget sign along with dozens of others!

No wonder our town is best known as "Fabulous Las Vegas!"

The first neon sign I remember in Las Vegas was placed over the door of the Kiva Club in the old building, corner of Second and Fremont, where the Golden Nugget now blazes. It just said "KIVA" in red letters about three inches high and really was a new wonder in Las Vegas.

Jack Young thinks there were other small neon signs here prior to that one, but I remember only the "KIVA."

There are about 18 large trucks and cars used in the everyday operation of this company, all equipped to handle a particular job. They also have a number of very large air craft "kleig" lights and other equipment of the most modern type and design.

Young Electric Sign Company was organized by Thomas and Jack Young, after Jack Young's release from the armed services in World War I, in 1920 and first started doing business in March of that year.

Since this firm's beginning they have manufactured and maintained many of the West's most outstanding electrical displays and have produced hundreds of thousands of feet of neon tubes.

Since they secured a franchise to manufacture under the patents of the old Q R S DeVry and General Scientific Corporations luminous tube process, which is known as "fluron" by trade name, the first luminous tube produced in the intermountain states was actually made by Jack Young in their Ogden city laboratories way back in 1925.

Prior to this date electric signs were made almost in their entirety with ordinary electric lamp illumination.

(Continued on page 37)

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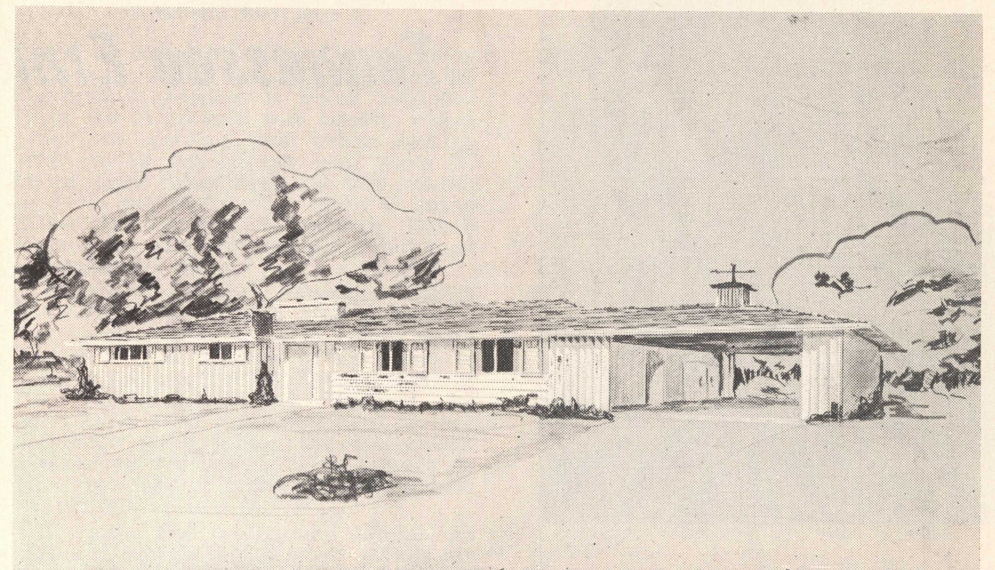
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Three Bedrooms—Two Baths and Many More
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HORSES AND STABLES PERMITTED
ON EACH LOCATION



Tennessee Ernie

We both want to extend our most sincere thanks to the people of Las Vegas for giving us such a tremendous reception on our fourth return engagement to Hotel Thunderbird, to Hal Braudis our deepest appreciation.

Miss Irene Ryan



THAT'S FOR SURE:

(Continued from page 9)

board went out of order, it necessarily caused a delay. At this writing the Australian version is being replaced with the American tote board, which will give quicker and better results. The racing association still have 57 more days scheduled for this season and we are rooting for them to enjoy a terrific amount of business. Here's hoping the old saw prevails: "Bad start—wonderful finish."

It certainly looks as though SUSAN ZANUCK has added a new address to her established one. The lovely lassie spends a great amount of time here in Las Vegas lately. We're wondering if her recent visit was inspired by JOHNNIE RAY'S engagement at the DESERT INN? From the Hollywood scuttlebutt, it seems Miss Zanuck is nursing a secret crush on the "Prince of Wails."

Despite the calendar's claim to autumn, spring is definitely in the air for MAE PARKER (owner of RINGLETTE WAVE SHOP) and husband BILL, bartender at the race track's Turf Club. The lovebirds were estranged for a few months and recently decided upon a reconciliation. Did you ever see such shining devotion?

EDDIE FOX is currently receiving full credit for his SILVER SLIPPER presentations. Recently, when a vacancy occurred among the dancing PALOMINOS group, Eddie recommended JOAN WHITE to dance producer MYRAH GATES. It didn't take much of a tryout for Miss Gates to extend employment to the talented Joan, who was formerly the featured singer-dancer with the DOTTIE DEE dancers.

JOE E. LEWIS and LILI ST. CYR are going into their sixth successful week at the HOTEL EL RANCHO VEGAS. It's really amazing to note that there are capacity crowds nightly, despite the length of the current show's run. The comedian is super-sensational. We salute his accompanist AUSTIN MACK. Joe E. enjoys being mischievous and tosses in new material whenever he desires, without any warning. Despite these spontaneous performances, Mr. Mack proves himself equal to the challenge and is always ready with the proper background. What a marvelous team!

Just about a year ago we wrote about the fabulous pearl king—JIMMY YAO. This past week we had the pleasure of meeting his partner, MR. BARRY. Mr. Barry's wife is in town with him and the charming lady is a walking advertisement for the finest gem of them



Once again it's time to thank Jake Kozloff and the Hotel Last Frontier for the usual wonderful two weeks!

HARRY WIERE

all. We were literally dazzled by the brilliance of the diamonds worn by Mrs. Barry. However, the Barrys were completely at ease and explained that this part of the Barry collection was insured for only one-half million dollars. Incidentally, the jewel we saw was just a small part of "collection" she brought into town. Move over, Mr. Tiffany and Cartier . . . Mrs. Barry is "Queen of Diamonds."

Even though we know the habits of show business, we're sorry that the SKYLARKS will have to leave for another commitment at the close of the MARTHA RAYE show (HOTEL SAHARA). The kids have done a smash job at this bistro and will be sorely missed. However, they are heading for an October 7 opening at New York City's PALACE THEATRE in support of the inimitable BETTY HUTTON. Their contract stipulates the duration of their engagement as "indefinite." Danny Kaye enjoyed 14 weeks at that spot and Judy Garland's popularity kept her there for 20 weeks. The Skylarks are hoping that La Hutton sets a record that will surpass both of the other topnotch stars mentioned. Confidentially, we're also hoping that the Skylarks and Betty stay at the Palace

(Continued on Page 31)

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The Exquisite Gowns

worn by **MARY KAYE**

are created exclusively for

Miss Kaye by,

MR EARNEST ADLER

Beauty Consultant and Designer
of Hollywood and New York

Mary Kaye Trio

Appearing

Gay '90 Bar

Hotel Last Frontier

**

Personal Management

Bill Burton

THAT'S FOR SURE:

(Continued from Page 29)

for at least three months, if not longer . . . and then . . . Las Vegas again.

Is it true or is someone just attempting to stir up the ears of local gossips? Folks around town are wondering if the TUTOR SCHERERS are readying a nursery. Don't ask us! We're wondering also!

Golly! Some people have some of the sweetest rackets in the world! AARON WEISSBERG (credit manager of the SANDS HOTEL) is off for an Eastern vacation. JAKE FREEDMAN and the others at that bistro are under the impression that Aaron is off on a four-day holiday. However, we promised to keep the correct information secret until this edition hit the stands. Now we can report that Mr. W. is planning on a five-week vacation. If we appear in public with a slightly ruffled look, it will only be because Mr. Freedman was slightly miffed with our prolonged silence.

Congratulations to HAROLD KLEIN and BILL BYRNE, operators of the new SPORTS BOOK on North First Street. We're happy the boys are experiencing success and hope their business will continue to prosper.

This is the first time in the history of the FLAMINGO HOTEL that any act has been held over there. The precedent-shattering performer is LENNY KENT, who will remain for an additional three weeks. The comedian has surprised everyone with an act that is completely revised, eliminating all unprintable material. For that we send out special accolades. Lenny's new material is SENSATIONAL and should zoom him to stardom now that he has established himself as a top and great performer. A salute to his manager, BILL BURTON, whose influence instigated the change. Bill also manages the MARY KAYE TRIO at the HOTEL LAST FRONTIER and songstress CONNIE RUSSELL at THE SANDS.

In case you're wondering where he is, JAY SALERNO is now back in town. The popular lad is now a host at DUFFINO'S, Italian restaurant on The Strip. It's good to see this amiable chap around local spots again.

We had a long chat with screen star DONALD O'CONNOR. Even though his January engagement at the HOTEL SAHARA is a long way off, the youthful performer is extremely nervous about it. You see, this is Donald's first nightclub appearance and the waiting period is playing havoc with his nervous system. Truthfully, we



Thank you, Brother Harry,
for thanking Jake Kozloff
and Hotel Last Frontier,
but you forgot to thank the
M.G. Sportscar Club.

HERBERT WIERE

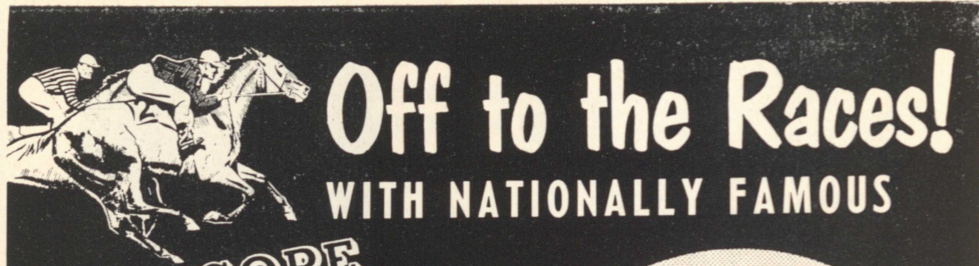
think the lad will turn in a "smashational" presentation and are looking forward to his supper-club debut.

Every time a holiday has just passed, we seem to report the same news—"biggest crowds ever—jammed hotels and clubs—more automobiles with tourists in them." Forgive our repetition, but it's the truth. The recent Labor Day vacation crowd surpassed all previous. Hotel owners insisted they never drew such crowds. Next year the records will be shattered, all over again. If we couldn't move freely this year, we can just imagine the "sardine-effect" that will be prominent come the next holiday. Yipe!

While strolling through the Last Frontier Village, JEANNE MALONE (DONN ARDEN dancer at the DESERT INN) sported a pair of black and white striped pedal pushers, with sun glasses to match. As she passed a visiting group of bop fans, a fellow whistled: "Dig that crazy barber pole!"

That gal with the hour glass figure (and voice to match) at the GOLDEN NUGGET is ANN McCORMACK, ex-wife of JACKIE COOGAN. Ann's five-year-old daughter JOAN is being groomed to portray her famous Dad (as

Continued on Page 33



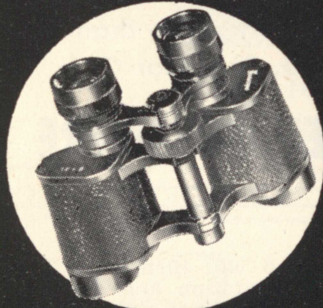
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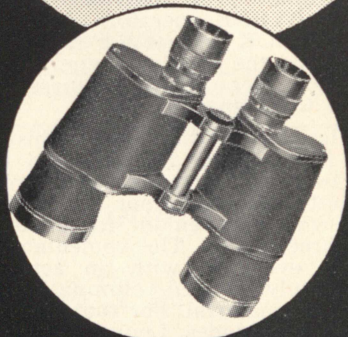


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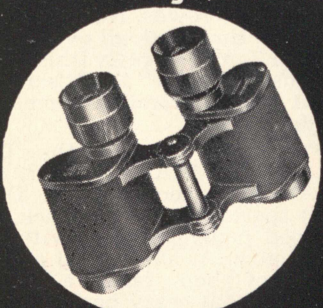
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THAT'S FOR SURE:

(Continued from page 31)

a youth) in the film, depicting the "Coogan Story." Little Joan has the famous Buster Brown haircut and will really make her dad live again as the "Hollywood Kid."

The gowns that MARY KAYE is wearing during her performances at the HOTEL LAST FRONTIER are causing a great amount of comment. They are the gowns she had re-styled by ERNEST ADLER. Believe her public—they look Parisian. Mr. Adler is currently preparing a brand new wardrobe for Mary and it should prove super-colossal.

Here's an open-armed welcome back to DANNY BASARIC, a fellow who has the heartiest laugh imaginable. Danny left our town and worked as manager of a large paint corporation in New York. Despite his having such a good position, the Basarics missed Las Vegas so much they couldn't wait to return. Now Danny is general manager of CAMERAS, UNLTD., a MARCUS DALY enterprise, formerly known as the Camera and Hobby Shop. Mr. Daly is planning the construction of eight more shops in various locales. With Danny in key position we predict great success for Cameras, Unlimited.

While CARY GRANT stayed at the HOTEL EL RANCHO VEGAS he proved to be "one of the gang" and kept everyone in high humor with his terrific sense of comedy. His off-screen personality is the same as that he displays before the cameras. Mr. Grant had to fly to New York to meet his wife and fulfill a TV commitment. However, he promised to return with his sweet BETSY DRAKE in just about 10 days to complete the interrupted vacation.

If you gals don't hurry over to LARRY'S SHOE SALON and take advantage of the tremendous shoe bargains being offered your husbands will surely believe you're not budget-conscious. Because LARRY MUSHKIN plans to move his shop to a Fremont Street location, he has slashed prices unbelievably so he can sell out his current stock. The new shop will be located near the HOTEL EL CORTEZ and will feature shoes for men, women and children. Incidentally, DICK FURER and popular JIMMY SHIELDS are now working for Larry and are on hand to make sure the damsels are satisfied with their footwear. We're happy to see the deserving Larry make this move up the ladder and hope that his new store will enjoy the utmost of success.

Belated birthday greetings to personable RUTH IRWIN, who really cele-



Thank you, Harry and Herbert, for thanking Jake Kozloff, Hotel Last Frontier and the M.G. Sportscar Club, but you forgot the Las Vegas Jockey Club.

SILVIE WIERE

brated her natal day September 10. Husband STAN is the publicity-advertising gentleman with the HOTEL SAHARA.

Recently we printed an item wondering why one of our local hotels didn't book GUY MITCHELL in view of his tremendous popularity. Well, we're happy to announce that the FLAMINGO HOTEL has contracted the handsome lad for an October engagement.

Red-haired ADELE AUGUST is the new DOTTIE DEE dancer at the HOTEL EL RANCHO VEGAS. In case you're wondering why she so greatly resembles one of the brunettes in the line, that other gal is her sister LAURIE. Oh, well, some families are just plain lucky . . . and that's for sure.

FOR THE BEST BUY IN NEW

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ART ROZEN

Phone 3736

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I know, 'cause I've been
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I've been here!

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FOR
NEW AND USED CARS

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ART ROZEN
PHONE 3736

PAGE "13":

(Continued from Page 13)

FRANK HOWARD has asked me if I'd thank his many friends at the Flamingo for their much appreciated kindnesses to him following the very unfortunate incident to which he fell victim recently. He feels deeply indebted to each and every one of you and thanks you sincerely.

The opening of GEORGE MORO'S new line at the BILTMORE BOWL in Los Angeles last Wednesday a week was a huge success, according to Stan Irwin, Larry Sloan and Sy Lein, who went down expressly to see the event. You may know a few of the Sa-Harem dancers who are at the Bowl with George: DONNA RAYBOLD, TINA JOY, BENITA BENSON, ADELE STEWART and JOYCE RAYNARD. Good luck, George, you deserve all the good that is coming to you . . . remembering when, and with what you started your career . . .

The event of the coming of CHICKEN PAPPILOTTE to this country from France dates back 20 years and, at present, THE COLONIAL HOUSE is the only restaurant serving the delicious dish. The SAUCE is the thing! It has 97 ingredients and takes 24 hours to prepare. No use my trying to tell you about it. TRY IT!

And so school days have begun . . . which means that at certain times of the day there are going to be kids going in every direction . . . intent only on what they are doing . . . not on what is happening around them. It's up to you and me in our automobiles to look out for them . . . not for them to look out for US! You may remember when you were a little tyke, trying to show off in front of the girl friend, or the fellas, and might not be here today except for some careful drivers of YOUR day! Let's be careful drivers of, and for, the kids of today . . .

I'm goin' to bed! Until I see ya next . . . your ever lovin' . . . JOHNNY.



Thank You, Wiere Brothers,
for thanking Jake Kozloff and
Hotel Last Frontier, the M.G.
Sportscar Club, and the Las
Vegas Club, but all of
you forgot Skinnay Ennis
and his Orch.

MILDRED SEYMOUR

SANDS HOTEL:

(Continued from page 21)

ing performer who deserves all praise aimed in her direction . . . THE COPA BEAUTIES continue to bring fine productions your way, featuring the excellent dancing of ROY PALMER and the exceptional singing of CHARLES NELSON . . . RAY SINATRA and his men of music round out the entire production with music that is non-pareil . . . Returning to this hotel on September 16 will be BETTY and JEAN KEAN.

LAST FRONTIER:

(Continued from Page 19)

thing, winding up juggling with her mouth, head, one foot and both hands . . . THE DEVLYN GIRLS honor Miss Boswell with a southern show boat production number and their jockey finale honors the opening of our Las Vegas Race Track . . . SKINNAY ENNIS and his Orchestra draw plenty of applause . . . Opening in the Ramona Room on September 14 will be the celebrated XAVIER CUGAT, his Orchestra and Revue, featuring lovely ABBE LANE.

DESERT INN:

(Continued from Page 20)

to standing bravos. Production singer ART JOHNSON also turns in an excellent performance . . . CARLTON HAYES and his Orchestra look and sound terrific in their familiar spot on the podium . . . Don't forget those reservations for September 15, so you can be among those who welcome BILLY GRAY, PATTI MOORE and BEN LESSEY.

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Last Frontier Village
OLD FASHIONED CANDIES

NEW and USED
CARS
SEE
ART ROZEN

PHONE 3736

POP SQUIRES:

(Continued from Page 25)

Over the years this group of people have developed many new ideas in color advertising and lighting effects, and practically all the signs they make are maintained by highly specialized maintenance departments in each of their plants, which is quite a chore when you think of the thousands of lamps and the many different parts of these signs that must be replaced when defective from day to day, of course, for most of the signs that Youngs build and install for the clients this service is included.

A most modern method is used in keeping track of replacement tubes, since the patterns that I mentioned in the beginning of my story are kept in a very complete fireproof vault and can be taken out to make duplications of the tubes or parts as needed, as well as having all of the engineering information and the history of the sign from its beginning.

The Las Vegas establishment was set up in the spring of 1946 after having traveled over the highways delivering their signs in some of the smaller towns en route from Salt Lake, until the Las Vegas plant was established.

At the time the Young brothers came to Las Vegas in 1946 they purchased the electric sign interest of the Nevada Neon and Outdoor Sign Company and incorporated that business with the already established clientele they had in Las Vegas and Southern Nevada.

Today the Las Vegas establishment employs an average of 35 highly skilled tradesmen, designers and engineers with a complete function of office workers to carry on the business affairs of the firm.

It was indicated that the payroll would average well over four figures weekly not to speak of the other expenditures which must be a tremendous amount for the raw material and the various types of parts that I saw, which made up for these large signs.

FOR THE BEST BUY IN NEW
AND USED CARS
SEE
ART ROZEN
Phone 3736

CRISWELL PREDICTS:

(Continued from Page 7)

does pay out. You would be amazed how many lonely women welcome a telephone call, and I feel that I somehow bring a little happiness to other people's lives by contacting them in this manner, even though I sometimes am forced to high pressure a sale. Yes, selling by telephone can be fun, profitable and will ease the loneliness in your own heart!" Yes, we can all make money at home in some way!

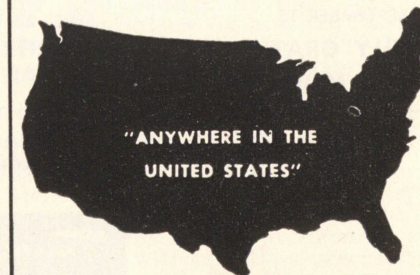
WATCH OUT FOR THIS FRAUD: A man will knock on your door and offer you an amazing buy of \$100 worth of entertainment for only \$5! Yes, this is a truly legal offer, but the things that you are permitted to attend are not of your own choice, but on off nights! You will be given dinners at a cafe included in the price but a service charge will be added which was not mentioned on your coupon! On all the proposed entertainment items you will find that you actually pay more for them than the person who would walk in off the street! I regret having to report these frauds from week to week, but my desk is often heaped with letters of complaint from trusting people who are victimized by these present daylight bandits! Promises by the mouth mean nothing; only written promises can be trusted!

Fabulous

LAS VEGAS

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LAST FRONTIER

OCTOBER 5 THRU 18
SAMMY KAYE
AND ORK
FEATURING
HIS ALL STAR RADIO
AND T.V. SHOW

El Rancho Vegas

SEPTEMBER 23
JOANNE GILBERT
BORRAH MINEVITCH'S
HARMONICA RASCALS
STARRING
JOHNNY PULEO

DESERT INN

SEPTEMBER 15
BILLY GRAY
PATTI MOORE
BEN LESSEY

SAHARA

SEPT. 22 THRU OCT. 19
LAURITZ MELCHIOR
AND CO.
OCT. 20 THRU NOV. 2
HORACE HEIDT
HIS ORK & REVUE

The Sands

SEPTEMBER 16 THRU
SEPTEMBER 29
BETTY & JANE
KEAN

Thunderbird

SEPTEMBER 13
MILLS BROS.



THUNDERBIRD:

(Continued from Page 21)

diennes whom you might have seen . . . KATHRYN LEE and MARC PLATT are a refreshing young dance team dealing with the interpretive through ballet, and with musical comedy style presentation. Both of these talented young people sing, and possess personalities that radiate as they perform their interesting routines . . . The PEIRO BROTHERS are a team of jugglers performing feats that almost defy description. The things they can do with a few sticks, some wooden blocks, with felt hats, etc., have required hours and hours of intense training to perfect. They do them so well that the trick seems easy . . . The KATHRYN DUFFY DANCATIONS once again prove themselves worthy of the title of being "America's Most Versatile Dancers." Your singing master of ceremonies is BARNEY RAWLINGS . . . Opening SUNDAY NIGHT, September 13, those sensational "Four Boys and a Guitar," THE MILLS BROTHERS . . .

ladies of the line have become a big part of each and every show . . . Last, but far from least, is the music of GEORGE REDMAN and his fine little aggregation of musicians who cut these nightly shows to the 'nth degree of perfection . . .

SAHARA:

(Continued from Page 20)

ity that you can't just brush off in a few seconds' time. The Raye type of humor is infectious and reaches into the very core of your being. How can you resist the most highly sought ingredients of happiness, enjoyment and smiles? Martha provides you with both and proves an invaluable member of show business. Miss Raye is dynamic and unforgettable . . . Working in close association with the hilarious comedienne is the WILLS QUARTETTE. The boys prove to be slightly sensational in their own right. Their harmony in song is powerful and envelops all within earshot. Their song of greeting immediately casts a friendly atmosphere that lasts throughout the entire revue. When the Wills Quartette indulge in the comedy skits with Miss Raye the ensuing laughter is so resonant an explosion would have the effect of a dropped pin . . . The ROMANO BROTHERS rate definite accolades for their amazing acrobatics. As you watch the boys perform their feats you are reminded of the graceful movements of a panther and realize the Romanos have captured identical ease of motion. The lads spark their performance with some clever additions of humor and top it all off with an admirable dance. If you don't agree the Romanos are versatile, we'll send you glasses . . . The MORO-LANDIS SA-HAREM DANCERS, who always seem to be perfect, never fail to return with new sequences that top those previous. How they manage to continue improving every time they seem to have reached a peak we'll never know. They are superb! Featured with the group are the SKYLARKS, in this their final local appearance for a while. The ladies and gentlemen who carry this banner are certainly offering a farewell performance to suit any monarch! When the Skylarks raise their voices in song in the Gypsy sequence a chill of extreme admiration sweeps over the listeners. We're sorry that the youngsters will be leaving us soon. They are wonderful troupers! . . . CEE DAVIDSON and his men of music cut a difficult score with effortless precision and offer some of the finest music for dancing patrons.

SILVER SLIPPER:

(Continued from Page 21)

witnessing on any local stage. Recently the dancing star of RKO's "Son of Sinbad," KALANTAN has been scoring nightly successes with the dance she did in the picture . . . You will see RUSS CLARK, "Puppeteer Without a Peer," who will give you many a chuckle as he cleverly manipulates his amusing puppets . . . New to Slipper showgoers are MANU, "Tahitian Knife Dancer," and the supple, shapely DIANA LIND, "Hawaiian Dancer." These two will add their given talents to the fulfillment of the theme of the entertaining revue. Also new to this stage will be an old friend of yours and mine, JOHNNY O'BRIEN, as well as a beautiful addition to the scenery under the name of LISA STARR . . . Don't think we've forgotten our favorite funny man, HANK HENRY, without whom there would be no Silver Slipper, and that "Big Little Comedian," SPARKY KAYE, who along with Hank makes up one of the finest comedy duos of all time . . . In the all important master of ceremonies section we have the ever present, smilin' JIMMY CAVANAUGH . . . THE HOLLYWOOD PALOMINOS supply the buck and whing-ding part of the revue and these tow-headed



“Leshanah Tobo Tikosebu”

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FOR THEIR REPEATED
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WHAT'S HE LIKE?:

(Continued from Page 11)

type religionists, who themselves make no effort to understand, explain, or to live the Golden Gems they speak—as though they are afraid of the truth of what they say.

“Anyway, the word ‘religion’ comes from the word ‘religio,’ which means the study of one’s source. God is everywhere—even at the crap table.”

He believes that science and religion must join hands and keep pace with each other, if mankind is to be truly served. He has studied diligently in both fields and found the answers to many of the questions mankind has been seeking, backed up by scientific laboratory and clinical proof.

To this end some day he will teach (not preach) his flock that every human being is making progress toward self-fulfillment through his own maze of experiences, whether they be good, bad, rough or smooth. Because of this, no one can either condemn or justify another. Rather, he should look to the God-self that is in every man and hope that both he himself and the other fellow will learn their lessons quickly.

Recently the dealer left the HOTEL LAST FRONTIER to become associated at the Tahoe Colleges of Nevada at Reno, where he is boning up on advance courses in science and other subjects, but he will return to Las Vegas soon and complete his preparation for the ministry at the College of Divine Metaphysics under the direction of Dr. Lee M. Allaire.

Construction worker, farmer, salesman, itinerant, dairyman, ex-soldier, scholar, husband, father, good citizen, a really wonderful guy is crap dealer TONY CHEDESTER, currently dealing at HARRAH'S, Reno . . .

Let us know, “Reverend,” the date of your first lecture! We’ll be there!

FLAMINGO:

(Continued from Page 19)

as usual, there are many requests for their well known trade-mark tunes to which these lovely ladies always comply. Young and old alike can enjoy their well diversified program . . . LENNY KENT is HELD OVER! And rightfully so! This young comedian has taken great strides in recent months. So great was his acceptance by local audiences early in the last engagement that he was immediately signed to stay over for this current run with the Andrews Sisters. Lenny’s “revised” Texas bit is a knockout, and when he gives a fast rundown of the show to an inevitable latecomer you’ll realize this

man’s talent . . . We welcome back the great little dance threesome THE DUPREE TRIO. Here is a trio of fast stepping little perfectionists of tap-artistry that will amaze you with their delightful dexterity . . . BARBARA PERRY is another beautiful danseuse whose terpsichorean talents will have you calling for more of the same . . . SEYMOUR FELIX is in charge of the new production work in these shows and with TEN attractive young ladies and FOUR young men making up the new FLAMINGO STARLETS we feel that you can expect much . . . and that you’ll get it! In the musical background section you will hear the perennially perfect TORRIS BRAND and his ORCHESTRA.

EL RANCHO VEGAS:

(Continued from Page 20)

during her entire performance . . . Borrah Minevitch’s HARMONICA RASCALS make a return engagement to our town after all too long an absence. Here is an act that is an international favorite. The wistful, then impetuous comedy of the unpredictable JOHNNY PULEO is the mainstay, and guaranteed to sell to any audience . . . Besides all this . . . these boys play a lot of harmonica . . . Dottie Dee’s gorgeous gals, the EL RANCHO DANCERS, present a couple of colorful routines with one featuring the tap artistry of Dottie herself . . . Furnishing the musical background for this show and also for your own pleasureful dancing is BOB ELLIS and his ORCHESTRA . . .

EL CORTEZ:

(Continued from Page 21)

heard in some time . . . SHIRLEY POWELL is just 5 feet tall but a tower of talent. Young and attractive Shirley has appeared in many fine night-clubs throughout the country, including the Latin Quarter in Boston. Leon & Eddie’s, The Bandbox and the Bar of Music. Appeared on many popular radio and teevee shows besides having her own show on KLAC-TV for two years . . . THE ZIRBYS, John and Inga, are one of the smoothest acts in show business. Featuring sophistication, they have a great reputation for exotic routines. It’s a pleasure to welcome them back to the local scenes . . . EDDIE SKRIVANEK and his SEX-TETTE From HUNGER remain in the Pirates Den where they have not only played the shows to great advantage but have become especially favored by the dancing audiences.

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GO CRAZY**

AS
**JACK ENTRATTER
PRESENTS**

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in a zany, zestful Copa Room
revue with

**CONNIE RUSSELL
EILEEN O'DARE
RAY SINATRA
AND HIS ORCHESTRA**

The Most Beautiful Girls in the West

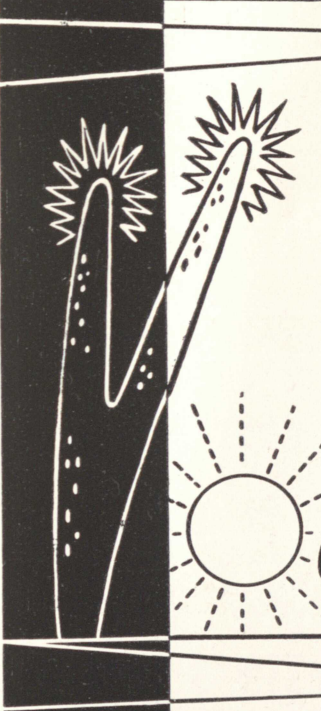
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DESERT INN



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America's Top Singing Trio
THE ANDREWS SISTERS
LaVerne — Patty — Maxene
Musical Conductor—Vic Schoen
HELD OVER!
LENNY KENT
Dupree Trio Barbara Perry
PRODUCTION UNDER THE DIRECTION OF
SEYMOUR FELIX
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FABULOUS LAS VEGAS

— 43 —

SEPTEMBER 12, 1953

A sincere "Thank You" to all
the staff of Millers Clarks,
Desert Inn for a most
memorable engagement. It's
been an enjoyable 3 weeks for
me!

Johnnie Ray

With special thanks to
Miss Dality
Frank Lerner



SEVEN ON
ALUMINUM
COVER